



Media Advisory

For Immediate Release
Wednesday, April 30, 2008
Media Contact: Tom Hudachko
Public Information Officer
(o)801-538-6232 (m) 801-560-4649
After-hours media phone
801-209-2591

UDOH to Unveil Campaign to Reduce Prescription Overdose Deaths *Utahns Urged to Use Rx Pain Meds "Only as Directed"*

WHAT: In 2007, unintentional prescription pain medication overdose was the number one cause of injury deaths in Utah, claiming even more lives than motor vehicle crashes. In response to the epidemic, the Utah Department of Health (UDOH) and its partners will launch a campaign to encourage Utah residents to use their prescription pain medications only as directed.

According to a statewide public opinion survey conducted earlier this year, most Utah residents believe people do not take their prescription pain medications exactly as prescribed by their doctor, even though they associate the dangers of addiction, abuse and overdose with those medications. Even though the misuse of prescription is not usually intentional, the results are often deadly.

WHO: Dr. David Sundwall, UDOH Executive Director
Rep. Bradley Daw, R-Orem
Dr. Robert Rolfs, State Epidemiologist, UDOH
Erin Johnson, Project Coordinator, UDOH
Family members who have been impacted by prescription pain medication abuse

WHEN: Thursday, May 1, 2008
10 a.m.

WHERE: State Capitol Board Room
Salt Lake City, Utah

#